

CURRICULUM & COURSE CONTENT FOR PG DIPLOMA –

FIRST SEMESTER

SEM-I

Course Name: organization behavior

Course Code:

Course Objectives:

After reading this lesson, you should be able to:

- Understand the Nature of Management
- Identify and Describe the Functions of Management
- Understand the Social Responsibilities of Business
- Appreciate the Interests of Various Stakeholders in The Business.

Module 1:

- Nature of Management - Social Responsibilities of Business - Manager and Environment Levels in Management - Managerial Skills
- Planning - Steps in Planning Process - Scope and Limitations
- Short Range and Long-Range Planning - Flexibility in Planning
- Characteristics of a sound Plan
- Management by Objectives (MBO) - Policies and Strategies - Scope and Formulation - Decision Making - Techniques and Processes.

Module 2:

- Organizing - Organization Structure and Design
- Authority and Responsibility Relationships - Delegation of Authority and Decentralization
- Interdepartmental Coordination - Emerging Trends in Corporate Structure
- Strategy and Culture - Impact of Technology on Organizational design
- Mechanistic vs Adoptive Structures - Formal and Informal Organization.

Module 3:

- Perception and Learning - Personality and Individual Differences
- Motivation and Job Performance
- Values, Attitudes and Beliefs
- Stress Management
- Communication Types-Process – Barriers
- Making Communication Effective.

Module 4:

- Group Dynamics - Leadership - Styles - Approaches - Power and Politics
- Organizational Structure - Organizational Climate and Culture - Organizational Change and Development.

Module 5:

- Comparative Management Styles and approaches
- Japanese Management Practices
- Organizational Creativity and Innovation - Management of Innovation
- Entrepreneurial Management
- Benchmarking
- Best Management Practices across the world
- Select cases of Domestic & International Corporations
- Management of Diversity.

Reference:

- Drucker, Peter, F., 1981. Management: Tasks, Responsibilities and Practices, Allied Publishers, New Delhi.
- Hodgets, Richard M., 1986, Management Theory: process and Practice, Academic Press, London.
- Stoner, James. A.F. and Freeman.E.R., 1989. Management, Prentice Hall of India, New Delhi.
- Katz R.L., 1974. Skills of an Effective Administrator, Harvard Business Review, 52(5) 90- 102.

Course Name: marketing Management

Course Code:

Course Objectives: To make student understand the meaning of marketing, its importance and implementation in hospitality industry. To aware them about segmentation of marketing and various pricing strategies and to give information regarding various sources of promotion and communication and inform them about marketing research, data collection etc.

Module 1: HOSPITALITY MARKETING FUNCTION

- Introduction, meaning marketing vs. selling,
- 7 ps of marketing
- The customer: wants, needs, perception, buying capacity
- understanding services as Product: characteristics of services, challenges involved in service marketing.
- The buying decision process.
- The Hospitality Marketing Function
- Characteristics of hospitality business.
- The concept of marketing Mix

- Products life cycle
- The Hospitality products/services mix.

Module 2: MANAGING THE MARKETING SYSTEM

- Strategic Marketing The concept of strategy
- The concept of strategic planning
- The strategic Marketing system
- Strategy selection
- Problems with strategic plan
- The Marketing Plan
- Marketing Management vs. strategic Planning
- Requirements for a marketing plan
- Step or Development of a Marketing Plan
- The marketing budgets

Module 3: MARKET SEGMENTATION

- What is market segmentation, why segment market?
- Segment identification Segment selection Segment development
- Pricing Factors to consider when setting price
- General pricing approaches
- Pricing strategies

Module 4: MARKETING COMMUNICATION AND PROMOTION

- Advertisement: media, frequency and budget Measuring Advertisement effectiveness.
- Publicity, Public Relation
- Direct/Personal Selling, process of Personal Selling,
- E-commerce marketing.
- Sales Promotion, Merchandizing, Suggestive selling

Module 5: MARKETING RESEARCH

- Meaning, Importance, Process of Research
- Data Collection – Types of Data, Sources of Data collection
- Sampling, Hypotheses – Meaning & Types
- Report Writing – Steps involved, Layout of report , precautions while writing research report

Reference:

- Philip Kotler (1987) Marketing: An Introduction. ...
- Ramaswamy, V.S., 2002, Marketing Management, Macmillan India, New Delhi.
- Kotler P, Armstrong G, 2008, Principles of Marketing, 9th Edition, Prentice Hall, New Delhi.
- Gandhi J.C, 1985, Marketing –A Managerial Introduction, Tata McGraw-Hill , New Delhi.

Course Name: Quantitative Methods

Course Code:

Course Objectives: On completion of this course, the students will be able to

- Understand various quantitative & statistical methods
- Understand data and draw inference from data
- Calculate and interpret statistical values by using statistical tool (correlation & regression)
- Demonstrate an ability to apply various statistical tool to solve business problem

Module 1:

- Permutation and Combination, Matrices and Determinants, Functions.

Module 2: Meaning and Classification of Quantitative techniques, Statistics:

- Meaning, Scope and Limitations, Collection, Classification, Tabulation and Presentation of Statistical Data
- Characteristics of Frequency Distributions
- Measures of Central Tendency, Partition Values, Measures of Dispersion.

Module 3: Probability:

- Concepts, Sample Space, Rules of Probability
- Independent Events, Bayes' Rule, Random Variable
- Simple-Correlation and Regression analysis.

Module 4: Time Series:

- Analysis and its Components
- Measurement of Secular Trend
- Measurement of Seasonal Variation
- Forecasting with Moving Average.

Module 5:

- Linear Programming, formulation and Graphical Solution
- Transportation problems and Solutions by North-West Corner rule
- Least Cost method and Vogel's approximation method
- Optimum Solution by MODI method
- Assignment Problem and its solution.

Reference:

- Quantitative Methods: An Introduction for Business Management by Author(s): Paolo Brandimarte
- "Quantitative Methods for Decision Making Using Excel" by Branko Pecar and Glyn Davis
- "Quantitative and Decision Making Techniques" by A K Bewoor and D R Waghole

Course Name: human resource management

Course Code:

Course Objectives: The primary concern of this course is to develop an appreciation effective of effective management of human resources and to enable the students to meet HR challenges in present scenario.

Module 1:

- Strategic importance HRM; objectives of HRM; challenges to HR professionals; role, responsibilities and competencies of HR professionals;
- HR department operations;
- Human Resource Planning - objectives and process;
- Human resource information system.

Module 2:

- Talent acquisition; recruitment and selection strategies, career planning and management, succession planning, socialization and induction of new employees;
- Training and development, investment in training, training need assessment, designing and administering training program; executive development program, evaluation of T & D program.

Module 3:

- Appraising performance; developing and instituting performance appraisal system, assessment and development centers, potential appraisal;
- Rewarding performance; linking rewards to organizational objectives,
- Determine compensation structure, pay for performance and incentive plans, ESOP, executive compensation, designing and administering benefits and services.

Module 4:

- HR in knowledge era; HR in knowledge industry, HR in virtual organizations, HR in mergers and acquisitions, outplacement, outsourcing HR functions, employee leasing,

Reference:

- Human Resource Management by Gary Dessler
- HR from the Outside In: Six Competencies for the Future of Human Resources by Dave Ulrich, Jon Younger, Wayne Brockbank, Mike Ulrich

CURRICULUM & COURSE CONTENT FOR PG DIPLOMA –

SECOND SEMESTER

Course Name: MANAGERIAL ECONOMICS

Course Code:

Course Objectives: The course in Managerial Economics attempts to build a strong theoretical foundation for Management students. The course is mainly analytical in nature and focuses on clarifying fundamental concepts from microeconomic viewpoint. The students are expected to study and analyses the dynamics of managerial decision making through this course. Also wherever possible, students are expected to study, analyses and interpret empirical evidence and case studies available currently on various basic concepts.

Unit 1. Introduction of Managerial Economics and Demand

- Definition, Nature and Scope of Managerial Economics
- Managerial Economics and Microeconomics and macroeconomics
- Managerial Economics and decision-making
- Uses and Significance of Managerial Economics

Unit 2. Introduction of Demand

- Meaning and Determinants of Demand
 - Demand Function
 - Law of Demand Market Demand
 - Elasticity of Demand
 - Types and Measurement of Elasticity
- Demand Forecasting
 - Meaning, Significance
 - Methods of Demand Forecasting

Unit 3. Production

- Production Function
- Law of Variable Proportions
- Law of Supply
- Elasticity of Supply
- Measurement of Elasticity of Supply.
- Costs of Production.
 - Short run and long run costs
 - Economies of Scale
 - Cost estimation and cost forecasting
 - Breakeven analysis.



Unit 4. Pricing Under Various Market Forms

- Perfect competition
- Monopoly Monopolistic Competition
- Oligopoly
- Price Discrimination
- Pricing Strategies and Methods
 - Cost plus Pricing
 - Marginal cost Pricing
 - Price Leadership
 - Transfer Pricing
 - Seasonal
 - Cyclical Pricing

Unit 5. Need For Government Intervention in Markets

- Price Support
- Price Controls
- Prevention and Control of Monopolies
- System of Dual Prices

➤ *Reference Books:*

- Managerial Economics – Analysis, Problems and Cases, P.L.Mehta, Sultan Chand and Sons, New Delhi.
- Managerial Economics - Varshney and Maheshwari, Sultan Chand and Sons, New Delhi.
- Managerial Economics – D. Salvatore, McGraw Hill, New Delhi.
- Managerial Economics – G.S. Gupta – T M H, New Delhi.
- Managerial Economics - Mote, Paul and Gupta T M H, New Delhi.
- Managerial Economics – H L Ahuja, S Chand & Co. New Delhi.

Course Name Business Communciation

Course Code:

Course Objectives:

To distinguish among various levels of organizational communication and communication barriers while developing an understanding of Communication as a process in an organization. CO5. To draft effective business correspondence with brevity and clarity.

Unit 1. Communication and Mass Communication

- Meaning, definition and scope
- Introduction to Communication Theory
- significance and objectives of communication in organizations

- Principles of Communication

Unit 2. Introduction to Business Communication, Effective Communication Skills and Process

- Definition and importance of Business Communication
- Introduction, Objective of Business Communication
- Effective Communications Skills
- Process of communication

Unit 3. Channels and Media of Communication

- Channels of communication
 - Means or media of communication
 - written communication
 - Oral communication
 - face to face communication
 - Visual communication
 - Audio-visual communication
 - Silence – as communication media
- Interpersonal/intrapersonal Business Communication
- Business correspondence
 - Business letters/reports (annual committee etc.) précis/summarizing etc.

Unit 4. Type of Communication

- Organizational structure and patterns
- Downward communication; upward communication; horizontal communication;
- Grapevine; consensus and group communication committee, conference, listening, public speech and seminar

Unit 5. Barriers to Effective Communication

- Concept of barriers
- types of barriers – Media barrier, physical barrier, semantic barrier, situation barrier, socio-psychological barrier
- Guidelines for effective communication
- Negotiation Skills: Introduction to Negotiation Skills

- **Reference Books:**
- Business Communication by K. K. Sinha. Galgotia Publishing Company., New Delhi.
- Business Communication by C. C. Pattensheti. R. Chand and Company Publishers., New Delhi.
- Essentials of Business Communication by Rajindra Pal and J. S. Korlahalli. Sultan Chand and Sons., New Delhi.16
- Effective Business Communication by Herta A. Murphy and Charles E. Peck. Tata McGraw Hill Publishing Company Limited., New Delhi.
- Essentials of Business Communication by Pettett and Lesikar. Tata McGraw Hill Publishing Company Limited., New Delhi.

Course Name: FINANCIAL AND MANAGEMENT ACCOUNTING

Course Code:

Course Objectives: The objective of this course is to:

- Develop a thorough understanding of Accounts and Finance functions of an organization.
- Develop financial leadership qualities.
- Collate and integrate systems of Accounts and Finance.
- Become proficient in using information technology and accounting tools in decision making

Unit 1. Introduction – Accounting:

- Basic Concepts of accounting transactions
- Principles, types of accounts, journal, ledger, trial balance
- final accounts (Emphasis on Clarification of account P & L account, Balance sheet
- Introduction to requirement of Schedule VI

Unit 2. Using Financial Statements

- Statement of Financial Information
- Statement of Changes in Financial Position
- Financial Statement Analysis

Unit 3. Cost Accumulation/Determination

- Cost Concepts
- Costing and Control of Materials
- Costing and Control of Labour
- Costing and Control of Factory Overheads
- Job order, batch and contract costing
- Process Joint and by-product costing
- Unit/single/output and operating costing
- Variable costing and absorption costing
- Uniform costing and interfirm comparison
- Reconciliation and integration

Unit 4. Profit Planning:

- Cost-Volume-Profit Analysis
- Budgeting; Capital Budgeting

Unit 5. Cost Control & Decision Making

- Standards costs
- Variance Analysis
- Cost Variances
- Variance Analysis: Revenue Variances
- Responsibility Accounting

➤ **Reference Books:**

- Introduction to Management Accounting –Horn green and Sundlem.
- Principles of Management Accounting – Manmohan & Goyal.
- Management Accounting – S.M. Inamdar.
- Management Accounting – Dr. Mahesh Kulkarni.
- Double Entry Book Keeping – T.S. Grewal. 6. Cost Accounting – Khan & Jain.
- Management Accounting 3rd Ed.- Khan & Jain.
- Theory & Problems in Management & Cost Accounting – Khan & Jain.
- Cost Accounting – Jawaharlal.

Course Name: Information Technology Management

Course Code:

Course Objectives:

To familiarize Students with the basic concepts of Information Technology. Students should be able to operate MS-Office independently and effectively.

Unit 1. Fundamentals of Computer

- CPU, Basic logic gates, Computer Memory and Mass storage devices,
- Computer Hierarchy, Input Technologies, Output Technologies
- Number Systems and Arithmetic: Decimal, Binary, Octal, and Hexadecimal Number Systems, Binary Arithmetic

Unit 2. Introduction to Computers Software

- System Software
- Application Software and Packages
- Introduction to Embedded Software

Unit 3. Commonly used Software Packages like

- Microsoft Word
- Microsoft Excel
- Microsoft Power Point
- Microsoft Access
- Tally

Unit 4. Introduction to World Wide Web

- Internet operations
- Introduction to Electronic Commerce and Electronic Business

Unit 5. Functional and Enterprise Systems

- Data, Information and Knowledge Concepts
 - Decision Making
 - Process, Physical Components of Information Systems
 - Classification of Information Systems
 - Overview of Security Issues in Information Technology
 - Emerging Trends in Information Technology
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- ***Reference Books:***
 - Management Information Systems by Ken J. Sousa, Effy Oz
 - “Essentials Of Information Technology As Per Cce Guidelines Vol 2, Pb” by Sharma V

Post Graduate Degree in Finance Management

CURRICULUM & COURSE CONTENT FOR FINANCE MGMT'

– SECOND YEAR

SEM - III

Course Name: ACCOUNTING SYSTEM

Course Code:

Course Objectives: To understand the concept of Account System properly

Module I: Accounting

- The Language of Business, Accounting : An Information System,
- Users of Accounting Information, Branches of Accounting,
- Financial Accounting Concepts and Conventions.
- Double entry System and accounting equations

Module II: Generally Accepted Accounting Principles

- Basics of Indian Accounting Standard,
- Indian Accounting Standard Vs US GAAP,
- Introduction to IFRS.

Module III: Capital and Revenue Expenditure

- Deferred Revenue Expenditure
- Capital and Revenue Receipts.
- Depreciation - Definition - Causes
- Necessity of providing for depreciation
- Methods of Calculating Depreciation : Straight Line Method and Written Down Value Method - Problems.

Module IV: Preparation Basic Accounting Records

- Preparation of Journal, Ledger and Trial Balance
- Preparation of Final Accounts;
- Trading, Profit and Loss Account and Balance Sheet.
- Presentation of financial statements Revised Schedule VI

Module V: Managerial Accounting System

- Meaning;
- Types of Managerial Accounting System
- Advantages
- MAS design

Reference Book:

- N. Ramchandran and Ramkumar Kakani, Financial Accounting for Management, New Delhi, Tata-Mac Graw-Hill, 2nd Edition, 2008.
- Narayanaswamy - Financial Accounting : A managerial perspective (2nd Edition) - PHI.
- Paresh Shah, Basic Financial Accounting for Management, New Delhi, Oxford University Press, 2008.
- P.C. Tulsian, Financial Accounting, Pearson, 2008.
- S. N. Maheshwari, Introduction to Accountancy, New Delhi, Vikas Publishing House, 10th Edition, 2009.

Course Name: COST & MANAGEMENT ACCOUNTING

Course Code:

Course Objectives: To familiarize the students with the various cost concepts, elements of cost, methods and techniques of cost control and also to expose the students to the tools and techniques used in financial statement analysis.

Module I: Introduction to Cost Accounting

- Meaning & Definition,
- Scope and use of cost accounting
- Relationship between Financial Accounting and Cost Accounting
- Role of Cost accounting in Decision-Making
- Cost concepts, Element of cost, classification of costs, Preparation of cost sheet and unit or output costing
- Accounting for Material: Material Control, Pricing of material issues,
- Labour: labour turnover
- Methods of wage payment and incentive plans
- Overhead: classification; absorption of Overhead; under and over absorption of Overhead

Module II: Marginal costing & Absorption Costing

- CVP Analysis; P/V ratio, break-even point, margin of safety
- Variance Analysis: Meaning & importance, Kinds of variance

Module III: Budgetary control

- Budgetary control: Meaning, objectives, Types of budgets
- Introduction to Management Accounting: Meaning, nature, scope and limitations

- Relationship of financial, cost and management accounting

Module IV: Analysis of financial statements

- Tools, Comparative statements, common size statements and trend analysis
- Ratio Analysis: liquidity ratios, activity ratios, solvency ratios and profitability ratios

Module V: Fund Flow Analysis

- Meaning, preparation of statement of changes in working capital & Fund Flow statement,
- Cash Flow analysis (as per AS-3): Cash from operating, investing & financing activities
- Preparation of cash flow statement.
- Introduction to recent development in cost management: Human Resource Accounting, Activity Based Costing, Social Accounting

➤ References:

- I.M. Pandey, Financial Management, Vikas Publishing, New Delhi.
- Khan and Jain, Management Accounting.
- Nitin Balwani, Accounting & Finance for Managers, Excel Books, New Delhi.
- Prasanna Chandra, Financial Management - Theory and Practice, Tata McGraw Hill, New Delhi (1994).
- R.L. Gupta and Radhaswamy, Advanced Accountancy.
- S. Bhat, Financial Management, Excel Books, New Delhi.
- S.N. Maheswari, Management Accounting.
- V.K. Goyal, Financial Accounting, Excel Books, New Delhi.

Course Name: FINANCIAL MARKETS

Course Code:

Course Objectives: The Course aims at providing the students, basic knowledge about the Finance concepts, markets and various services provided in those markets. The syllabus is structured in a way which provides adequate information about the roles of intermediaries and its regulating bodies.

Module I: Financial Markets: Structure And Role In The Financial System.

- Financial system structure and functions
- Financial intermediaries and their functions
- Financial markets structure
- Financial Instruments
- Classification of Financial Markets
- Financial Market Regulations

Module II: Interest Rates Determination And Structure

- Interest rate determination
- Structure of Interest Rates
- Theories of term structure of interest rates

- Forward Interest Rates and Yield Curve

Module III: Money & Debt Markets

- Money market purpose and structure
- Money market instruments
- Money market interest rates and yields
- Debt market instrument characteristics
- Bond Market
- Bond Valuation
- Bond Analysis

Module IV: Equity Market

- Equity Instruments
- Primary Equity Market
- Secondary Equity Market
- Secondary Equity Market Structure
- Equity Market Transactions
- Equity Market Characteristics
- Stock Market Efficiency
- Stock Valuation
- Consolidation of Stock Exchanges

Module V: Derivatives Market

- Hedging against risk
- Description of derivatives markets.
- Forward and futures contracts
- Swaps
- Options

Reference Book:

- Gordon & Natarajan, "The Financial Markets & Services", New-Delhi, Himalya Publishing House, year 2007.
- Dr. G. Ramesh Babu, "The Financial services in India", New-Delhi, Concept Publishing Company. Year 2005

Course Name: FINANCIAL STATEMENT ANALYSIS

Course Code:

Course Objectives: The syllabus aims to test the student's ability to:

- Understand the financial statements for analysis
- Apply appropriate measures for executing the financial analysis
- Make fundamental analysis through financial statement analysis
- Translate the understanding for business valuation
- Interpret the statements for managerial decision-making
- Evaluate the results for setting strategies
- Recommend strategic financial decisions.

Module 1: Financial modeling and Analysis of Statement

- Financial Statements Module Area
- Financial modeling - Concepts and Application
- Use of Functions Like Net Present Value (NPV), Internal Rate of Return (IRR), Etc.,
- Forecasting Techniques
- Financial Analysis
- Financial Statement Analysis
- The Analyst's Checklist
- Reformulating the Statement of Owners' Equity
- Comprehensive Income Reporting
- Financial Analysis — Ratio Analysis and Report Writing
- Miscellaneous Problems

Module 2: Analysis of Balance sheet, Cash flow and Income Statement

- Reformulation of the Balance Sheet
- Reformulation of the Income Statement
- Comparative Analysis of the Balance Sheet and Income Statement
- Analysis of Changes in Income
- Distress Analysis
- Off Balance Sheet Items
- Corporate Debt Instrument Analysis (Bond Analysis)
- Miscellaneous Problems
- GAAP Statement of Cash Flows And Reformulated Cash Flow Statements
- Analysis of Cash Flow Statement
- Quality of Earnings and Cash Flows
- Miscellaneous Problems

Module 3: Analysis of Profitability and Sustainable earning

- Cutting to the Core of Operations: The Analysis of Profitability
- Du Pont Analysis
- Miscellaneous Problems
- Introduction to Growth Analysis
- The Analysis of Changes in Profitability and Sustainable Earnings
- The Analysis of Growth in Shareholders' Equity
- Growth, Sustainable Earnings, and the Evaluation of P/B Ratios and P/E Ratios

Module 4: Valuation Basics and Models

- Principles and Techniques of Valuation
- Role of Valuation
- Valuation Models – Introduction
- Discounted Cash Flow Valuation
- Relative Valuation
- Free Cash Flow Valuation
- Valuation of Firm – Other Valuation Basis

- Contingent Claim Valuation

Module 5: Mergers and Acquisitions: Valuation

- Business Strategy
- Basics of Merger & Acquisition
- Theories of Merger & Acquisition
- Strengths and Weaknesses of Various Methods of Business Valuation
- Concepts of Value in the Context of Mergers and Acquisition
- Approaches to Valuation in Case of M&A
- Selection of Appropriate Cost of Capital for Valuation
- Forms of Consideration and Terms of Acquisition
- Implication of Regulations for Business Combinations Takeover
- Post-Merger Integration Process
- Types of Exit Strategies and Their Implications
- Shareholder Value Analysis
- Exchange Ratio-Based Used for Computation.

Module 6: Valuation of Assets and Liabilities

- Forms of Intellectual Property and Methods of Valuation
- Valuation of Fixed Assets
- Valuation of Inventories
- Valuation of Investments
- Valuation of Share
- Human Resource Accounting
- Valuation of Goodwill, Patents and Copyrights
- Valuation of Brands
- Valuation of Real Estate
- Valuation of Liabilities
- MM Hypothesis

➤ Reference Books:

- Financial Statement Analysis and Security Valuation (Int'l Ed) Stephen Penman.
- Understanding Financial Statements 10 ED Ormiston.
- Financial Statements: A Step by Step Guide to Understanding and Creating Financial Report Ittelson.

SEM- IV

Course Name: TAXATION (DIRECT & INDIRECT)

Course Code:

Course Objectives: This training programme will enable the delegates to:

Acknowledge indirect and direct taxation. Understand the concepts of tax laws, computation, procedures, methods and return filing on indirect and direct taxes in countries. Study and learn different types of indirect and direct taxes.

Module 1: Direct Indirect Taxes

- Direct Indirect Tax in India
- Highlights of Direct Indirect Tax
- Tax Penalties
- History of Income Tax in India
- Deficiencies in Indian Income Tax System
- Element Sources of Income Tax Law
- Rates of income tax
- Definition of Assesses

Module 2: Wealth and Gift Tax

- Concepts
- Computation of Net Wealth and Wealth tax
- Valuation of Assets
- Procedure for Assessment
- Charge of Gift Tax.
- Gifts subjects to such charge
- Gift Tax Authorities
- Assessment - Liabilities to assessment in special cases
- Appeals, Revision, References
- Payment and Recovery Gift Tax

Module 3: Custom and Central Excise Duties

- An Overview of Custom Law
- Nature of Custom Duty
- Classification and Valuation
- Nature of Excise Duty
- Chargeability of Excise Duty
- Registration and Clearance of Goods
- Provisions

Module 4: Sales Tax

- Features of Central Sales Tax act
- Levy and Collection of Tax and penalties
- Principles for determining place of sales and purchase
- Liability to Tax on Inter- state sales
- Registration of Dealers

Module 5: Service Tax

- Basics of Service Tax
- Exemptions of Service Tax
- Classification of Service
- Procedures to be followed for administration of Service Tax
- Payment of Service Tax
- Invoice by service provider

➤ *Reference Book:*

- “Direct and Indirect Tax Manual (Income Tax and G S T) (For Assessment Year 2018-19) Hardcover – 1 January 2018 by Pawan Dhiman (Author)
- Indirect Taxes Law And Practice Book by Datey V S

Course Name: FINANCIAL MANAGEMENT

Course Code:

Course Objectives: The purpose of the **course** is to offer the students relevant, systematic, efficient and actual knowledge of **financial management** that can be applied in practice with making **financial** decisions and resolving **financial** problems.

Module I: Introduction

- Meaning, Importance and Objectives of financial Management;
- Time value of money;
- Conflicts in profit versus value maximization principle;
- Functions of chief financial officer.

Module II: Risk and Return

- Overview of capital market theory
- Beta Estimation
- CAPM, and APT

Module III: Management of working capital

- Cash and Marketable securities management
- Treasury management, Receivables management,
- Inventory management, financing of working capital

Module IV: Investment decisions

- capital budgeting – concept, theory.
- Cost of capital
- Risk analysis in capital budget

Module V: Financing decisions

- Concepts of operating and financial leverage;
- Capital structure Theory and policy; Dividend Policy.
- Different sources of finance: Asset Based financing – Lease,
- Hire Purchase and Project financing.
- Corporate Restructuring, Merger and Acquisition.

➤ *References:*

- Financial Management I.M. Pandey
- Financial Management M.R. Agrawal
- Financial Management Agrawal & Mishra
- Financial Management Richa Thakul & Shaifali Mathur
- Indian Financial System By Khan

Course Name: INTERNATIONAL FINANCE

Course Code:

Course Objectives: On successful completion of this course, students will be able to:

- Explain the organisation and institutional details of foreign exchange and international money markets.
- Explain and apply orthodox theories of exchange rates and open economy macroeconomics, up to and including the Dornbusch overshooting model.
- Explain and to give examples of modern central bank practice of monetary and exchange rate policy implementation
- Explain and apply insights provided by behavioural economics into expectations formation and decision making on the foreign exchange market.
- Analyse the causes of historical exchange rate movements, and some of the contributory factors to a variety of financial crises, with reference to the models covered.
- Apply the theories and models covered to the issue of optimal currency areas, with specific reference to the design and operation of the euro.

Module 1: The Foreign Exchange Market

- Market Institutions and Exchange Rates
- The Markets for Foreign Exchange
- Characteristics, Activities and Players
- The Exchange Rates
- Spot and Forward Exchange Rates
- Nominal, Real and Effective Exchange Rates

Module 2: Currency Derivatives and Options Markets

- Futures
- Options
- Swaps
- The Balance of Payments Accounts
- Accounting Principles
- Balance of Payments and National Accounts

Module 3: The Theory of Exchange Rates

- Fundamental International Parity Conditions
- The Purchasing Power Parity Principle
- The Interest Parity

Module 4: Exchange Rate and Balance of Payments

- The Elasticity Approach

- The Absorption Approach
- The Multiplier Approach
- The Interest Rates and the Capital Account

Module 5: Models of Exchange Rate Determination

- The Monetary Model
 - Sticky Prices and Exchange-Rate Overshooting: the Dornbusch Model
 - The Portfolio Balance Model
 - The Short-Run Equilibrium
 - The Long-Run Equilibrium
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- **Reference Book:**
 - International Financial Management Sixth Edition Book by Vyuptesh Sharma

Course Name: INVESTMENT MANAGEMENT

Course Code:

Course Objectives: This course provides a comprehensive, non-mathematical introduction to the key elements of investment management.

Specifically, participants will be able to:

- Understand what institutional investors are and how they operate
- Identify the characteristics of the principal asset classes
- Identify and distinguish between the principal investment products
- Understand the importance of establishing investor preferences
- Understand the basic principles of portfolio construction
- Distinguish between active and passive portfolio strategies and styles
- Differentiate between equity and fixed income management styles
- Understand the interaction between institutional investors and brokers/investment banks

Module 1: Introduction

- What is investment management?
- Industry development, ownership and structure
- Industry drivers
- Current trends and themes
- Establishing investor objectives
- Investment return profile
- Risk tolerances and investment constraints
- Portfolio construction and risk management
- Portfolio monitoring and administration
- Performance evaluation –measurement and attribution

Module 2: Principles of Portfolio Construction

- Strategic asset allocation – definition and formulation
- Principal asset characteristics - expected return and volatility (risk)
- Typical strategic weightings and a stylized investment cycle
- Tactical asset allocation
- The concept of correlation
- Diversification and the efficient frontier
- Key Players in Investment Decision Process

Module 3: Managing an Equity and Fixed Income Portfolio

- Active equity investment strategies – motivations and characteristics
- Styles: growth, income, value, technical etc.
- Passive equity investment
- Strategies – motivations and characteristics
- Methods: replication, sampling, optimization and synthetic
- Hedge funds: a different active strategy
- Active fixed income investment strategies – motivations and characteristics
- Passive fixed income investment strategies – motivations and characteristics

Module 4: Fund Management and Derivatives

- The major products: equity, debt, foreign exchange
- Equity options: volatility / delta / gamma
- Equity futures / equity swaps
- Fixed income derivatives / interest rate swaps
- Credit derivatives / default swaps

Module 5: Investment Products – An Overview

- Pension funds – defined benefit and contribution
 - Collective investment schemes – mutual funds, unit trusts & OEICs
 - Investment trusts
 - ISAs
 - Exchange-Traded Funds (ETFs)
 - Hedge funds – the new investors
 - Private client wealth management
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- **Reference Books:**
 - “Investment Management Hardcover – February 18, 1998 by Peter L. Bernstein (Editor), Aswath Damodaran (Editor)
 - Pioneering Portfolio Management by David F. Swensen